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DEMOCRAT PUBLISHING CO.

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THE GAZETTE.

THE PAST AND PRESENT OF THE FAVORITE NORTH TEXAS NEWSPAPER.

THE HUMBLE BEGINNING AND THE PRESENT GRATIFYING PROSPECT FOR THE FUTURE.

The History of The Gazette is the History of Fort Worth for the Twain Are One.

PRETTY CLOTHES DO NOT MAKE A PRETTY BIRD AND THE GAZETTE WILL ACT ON THE MAXIM THAT PRETTY IS AS PRETTY DOES.

power without passing through many vissetudes and encountering many obstacles. The history of most of the great journals of the country is the history of hard work and patient endeavor upon the part of those who made them great, and, all too often, the history of ruin and despair. The cause for this is found in the fact that your true newspaper mais is too enterprising for his surroundings. He tries, as the "prints" are wont to express it, to "run a nonpariel paper in a small pica town." The result is years of hard work, with poor returns, and frequently the necessity of letting go just as the "boom" is coming which enables some other to reap what the pioneer has sown. Some newspapers have sprung into existence full panopiled like Minerva from the brain of Jupiter; but newspaper growth usually has been slow

Few newspapers attain prominence or | converted into a morning daily. But Fort Worth was not yet ready for a paper such as Editor Paddock published, and after a hard, brave struggle for a few years, the daily edition was suspended. It was only allowed to liee dormant a few months, however, and early in 1881 it was revived in the form of a four column folio, and the announcement made that it would be enlarged and improved as business justified. It grew in popularity and soon increased in size. The Associated Press report was printed and a special service created. In a short time instead of a forfr it was an eight-column sheet. During the suspension of the Democrat a daily called the Advance had been started. The two papers were soon consolidated and the Democrat-Advance was the only morning daily in Fort Worth.

THE GAZETTE, In August, 1882, the Stock Journal Publishing Company, with George B. Loving weekly with a few hundred as manager, purchased the Democratpounds of long primer and a Washington hand press; then a small daily, turned Worth Daily GAZETTE, increased the worth Daily GAZETTE, increased the principal force. off by hand on a country Campbell; a plant, multiplied the editorial force,

made with General J. M. Peers by which a building was erected and arranged especially for THE GAZETTE, divided into rooms and offices to suit, and fitted and furnished with all the modern conveniences. And now, on the 8th day of December, 1888, with a smiling and happy face, dsessed in an entire new wardrobe, in new and attractive form, enlarged and beautified, but still the same old newsy, warm-hearted and clean-minded newspaper as of old, The Gazette greets old friends and new with renewed assurances of that faithfulness for the future which it has maintained in the past. Offices northwest corner Rusk and Fifth

out until it filled two stories of a large

faster press, more room, and a new dress were needed, and so in the

spring of 1888 the stock was increased and

enough money added to the accumulated

earnings of the paper to buy a perfecting

press, an entire new dress and all the

facilities needed for publishing a first-

class morning newspaper in the most ap-

proved modern style. A contract was

house on Second street. But

editorial rooms on second floor. THE GAZETTE'S NEW HOME.

streets, business department down stairs,

THE GAZETTE building is located at the left strictly untouched by all save his own corner of Rusk and Fifth streets, covers an area of 25x95 feet, and is three stories by the editorial writers. Here you find high. In addition to this THE GAZETTE all the late exchanges piled upon occupies some additional space in an adjoining building. The first floor of THE GAZETTE building is divided into two rooms, one facing Rusk street being used for a counting room. This is fitted and furnished in comfortable and convenient style for the business mannger and his corpse of assistants who aid him in attending to the wants of advertisers and other patrons, from whom are gathered the sinews of newspaper fare. In the rear part of the first floor is the press room, of which more anon. The second floor is divided up into editrial rooms-of which there are five-and a stereotyping room. On the third floor is the composing room. This building was designed and copstructed especially for a newspaper office, and it is well regulated, conveniently fitted and furnished; and is undoubtedly the most convenient and best appointed newspaper building in Texas. If the reader is interested in learning how a newspaper is made ! and will place himself (or if it

be himself, all the better) under the guidance of the writer he shall be taken all through the establishment, a trip through ought to make him a pretty good

journalist.

THE BUSINESS DEPARTMENT. : We go to the business time first, for it is the foundation upon which the whole superstructure must rest. No matter ow gifted the editorial writers, how keen scented the resorters, or how graphic the correspondents, if the financial policy of the paper be not sound, it cannot prosper. Therefore we start at the counting room. Here we find the business manager with a number of clerks, book keepers and assistants, each with his own particular line of work to do. Suppose we go in for the purpose of inserting an advertisement. We are re-ferred to the "ad" man, who asks much space is how for what length of time, and upon what particular page-for each of these considerations enters into the question of price. Having been informed, he gives the price. We accept and hand in the "copy." The copy is marked for the fereman of the composing room, telling him how many columns it is to occupy, what length, where it must be placed, and how it must be set. The copy is then turned over to the book-keeper, who enters it in his day-book, and afterward sends it up to the composing room. The advertising man takes the paper each day and marks with a blue pencil those "ads" which are "dead" (that is, have printed as often as the contract calls for). and those which are ''live'' (that is to be invested again) and sends it back to the composing room, so that the "make-up" may know just what goes in the paper. He also furnishes the bookkeeper with a sheet, showing the standing of each "ad.," by which the latter posts his books and makes out his bill. Perhaps, though, you desire to sub-

scribe for the great family newspaper. If so, you are turned over to the scription clerk, who takes your money (cash in advance always) and your name. If you reside in the city he takes your street and number and sets it down, together with the length of time for which you have paid in a book made expressly for that purpose. Then be makes a copy of the entry on a slip of paper and bangs it on the "hook" for the carrier apon whose route your residence lies. Next day you have. THE GAZETTE delivered to you in time for very early breakfast. If you live out of the city your postothee address is noted, and a duplicate "hooked" for the boy who makes up the mailing galleys. It is printed upon the slips used in the mailing machine and the next issue of the paper will go to your address to be followed by each succeeding

the pace. As it had been the first paper in Texas to print an eight-page paper every day, so it was the first to add special features to the Sunday edition. It ran up to twelve pages on Sunday, then to sixteen, and finally, on Sunday, then to sixteen, and finally, on Sunday, March 6, 1886, a twenty-page edition was printed. A serial story feature was added, articles from special writers were presented, and the Sunday GAZETTE became the paper, par excellence of the Southwest. Of course, all this cost money, but no newspaper was ever built up in the face of strong opposition with-out money. So it was with The Ga-ZETTE. It cost money to put it on a solid basis, but the enterprising men who backed it had faith in their undertaking; they neither stopped nor faltered, and the foundation was laid broad and deep and strong in the minds and hearts of the people The policy pursued by the Democrat Pub-lishing Company has been productive of the best results, and the paper, from being a charge on its owners, has been made as solid financially as, it has ever been popular. In 1887 it cleared a large percentage on its capital stock, and from that time it has gone on "from strength to strength, conquering and to con-THE NEW OUTFIT. With the growth and prosperity of THE GAZETTE came the necessity for increased facilities. The old hand press had been superceded by a country Campbell, turned by band: steam was afterwards introduced, and finally a fast double-cylinder Hoe had been produced. From a small, one-room establishment it had branched

> paid expires, when your name will be dropped

THE EDITORIAL DEPARTMENT. Having transacted our business, we will now proceed, if you please, through the remainder of the building. First we go up stairs, turning to the left on the first landing. Entering the nearest door we find ourselves in a small room which opens into another, and that into a secand, and so on unto the fifth. These are the editorial rooms, known in the slang of the "gaug" as the "brainery." Here, at the front end of the hall, is the office of the managing editor, a neat little snuggery, in which books and papers are piled in that "disorderly order" dear to the man who wants his effects leands. Adjoining this is the office used

capable of being in several places at the same time, and doing half a dozen things at once. We may engage him in conversation, for if he has anything to do he will let us know, politely and firmly, and there is no danger of our interrupting the work while he is about. He won't allow it. The reporters, if they are in, are all busy writing up what they have gathered; the telegraph editors are rushing through the Associated Press "stuff" and the "specials." which are laid upon their tables by the telegraph messengers. THE GAZETTE takes all the report sent into Texas by the Associated Press, gathered by its correspondents the world over, and embracing 7000 to 8000 words. It also has about special correspondents. locater throughout Texas and at prominent points in other states. The matter sent in by press and special must all be "handled," condensed or filled out, as

greasing number of volumes in the book the case may be, heads written, and wases. Next comes the den of the liter-ary editor, followed by that of the city ment for which it is intended. It is then and of the railroad editor, and last, that of the telegraph, live stock and commer-

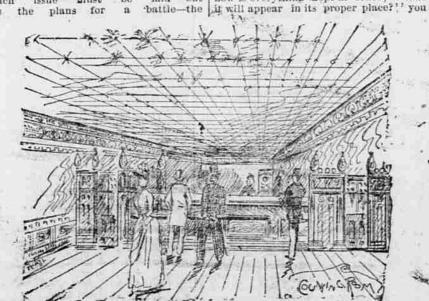
cial editors. If our visit is made in the day time, we will find these rooms almost vacant. The telegraph editors have nothing to do unfil night, when the press reports and specials begin to arrive, and the local men are at work on the street, working up the occurrences of the day. We will find, foreman takes it from the dumb waiter, the managing editor at his desk, the edits editor we see twenty-five or thirty men at 'paragraphs," and the literary editor the "click," "elick, magazines. We must not interrupt these workers with too long a call. The managing editor is plotting the campaign for | no information on that point. to-morrow's paper-for the work for issue must be laid out plans for

ment for which it is intended. It is then put into a dumb waiter and sent to the composing room upstairs.

AMONG THE TYPESETTERS. Let us harry upstairs, '' says the acsee what become of the matter just sent

we do hurry, and arrive in the composing room just as the torial writers busy with "leaders" and | work in silence—nothing being heard but of the types deep in the last new novel or the late against the "sticks." Everybody knows how type is set, and it is done in a large office just as in a small one, so we need

"But where so much matter is set up how is everything kept in order, so that



assistants are deep in the facts and fig- ask. ures, the premises and conclusions of economic science; literature, fresh from the press, more interesting to the literary | has just received he cuts into "takes," editor than the gossip of fille visitors ter, sync that upon important matter contained in the telegraphic reports, is prepared in the day time and put in type way of important news that may arrive

Suppose, however, we go at night. Then there is work, to be sure. The being cut and marked, they are placed down upon it with all the strength of marked they are placed down upon it with all the strength of might editor, a lynx-eyed, ready-witted the several compositors as they inish table.' That is to say, it is hollow, and fellow, who knows newspaper business if follow one. The first to go is 1 A, which steam into it, rendering it so hot that the

It is simple enough, and watch the foreman will how it is done. The articles each of which he marks with a figure and These takes vary in length according to the time the copy is received of it is is the time the copy is received of it is is the time the copy is received of it is is the paper mache and blankets, early they are longer, perhaps and it is could possibly be. All the editorial mat- a letter. For example, the first will be early in the night, so as to be out of the early they are longer, perhaps each one way of important news that may arrive will make 1000 ems; they are made shorts. er as the hour is later, and after 1 a. /i. The each one will make but four lines. After these being cut and marked, they are placed, down

is on top. A compositor takes it, goes to the 'head letter case' and sets up the 'head.' He then goes to his own end of six minutes the press is unscrewed, "cases" and sets the body of the article. When that is completed he carries his blankets removed and the matrix taken stick to the "dumping stand," takes off; dry and hard, and presenting to view the matter out and sets in a brass galley, putting a numbered "slug" at the end, to show who set it, and laying by it a slip of paper upon which is marked 1 A. The man with 2 A will set his matter just below it, and this will be continued by those who have "A" matter, until the article is finished or the galley filled, when it will be proved by the "galley boy," the proof read and marked, and the matter carried to each compositor who has made two errors, that he may correct them.

If you will stop and consider the fact that each letter, each punctuation mark, and each space used in a newspaper must be handled separately, you will see that the work of type-setting is one that must be done with great skill. Let us take the Sunday edition of THE GAZETTE. There you have eighty-four columns of matter. each column of which contains about 8000 different pieces of type metal, or 672,000 pieces in all. And yet some people complain of typographical errors, and smart reporters call the composing room the "butchery." The wonder is there are not more mistakes.

Well, when the proof has been read and the galley corrected, it is carried to the man who makes up the forms. with every letter, every comma, every fig-Here we find a brass table built on a stand which moves on wheels. This is an elevator, and the plute, after being prop'imposing' table, and has a steel chase erly trimmed, is sent down to the press upon it, just the size of one page of the paper. Suppose the article of which we are keeping track is an important one and is intended for the first page of the paper. The "makeup" has the "head" of the paper, the "date line" and the first page advertisements placed in position inside this chase. As fast as he gets matter for the first page he puts it in the chase, until finally it is full. He then "locks it up," that is, tightens it with screws in the sides of the chase so that every piece of type will be held in its place. When this is done the table, with the "form" on it, is wheeled upon the elevator and carried down to

STEREOTYPE ROOM.

Be it known that THE GAZETTE is not printed from type, but from a "counter-feit presentment" made right here in the building. And in the work of making a newspaper there is nothing of more interest than the making of the stereotype and easily cut through, but does not

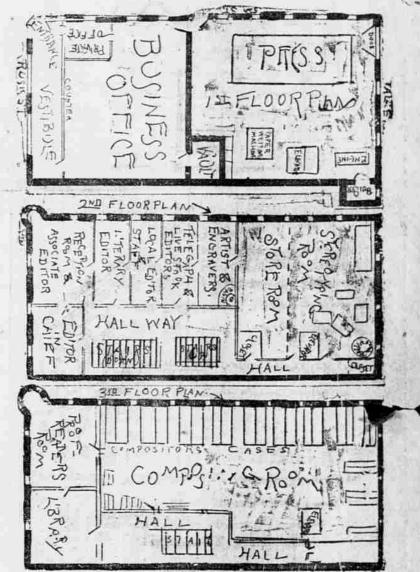
soft, wet paper mache is in six minutes made perfectly dry and hard. At the the form slipped from under it, the blankets removed and the matrix taken the full front page of THE GAZETTE, each letter out sharp and clear into the matrix. The stereotyper trims the edges of the matrix with a pair of beavy shears, and then arranges it inside the "casting

box, '' a machine which resembles half a cylinder fixed in a heavy iron frame. When the matrix has been put in and fastened in place by steel rods on the sides, the casting box is closed up by a large half cylindrical shaped plece of casting which fits into it, leaving a space of about an eighth of an inch between the face of the matrix and its own sur-Standing near is a cauldron face. filled with stereotype metal in a molten state. A large ladle, with two handles, is dipped up full by the stereotyper and his assistant, and the liquid metal poured in the casting box on top of the matrix. It takes it a moment only to harden, and then the box is opened, and the workmen, using thick cloths to protect their hands, take out the east, with the matrix sticking to it. The matrix comes off without trouble and there, in the form of a half cylinder, you have a perfect counterfeit of the form brought down from the composing room, to the composing room by means of the erly trimmed, is sent down to the press room. The making of this plate from the time the form came down until the plate itself is sent out completed has occupied just eleven minutes, including the slx it took the matrix to dry in the steam

THE ILLUSTRATIONS.

table.

But there is one other department which we must investigate before the paper goes to press. It is that in which the pictures used to illustrate THE GAZETTE are made. As the artist keeps his work a "dead secret," we must investigate his den in his absence, and late at night is the best time to do it. So here we go: The illustrations in The GAZETTE are engraved on what are called "chalk plates.'' These plates are made of steel, about an eighth of an inch thick, and are coated with a plaster composition another ighth of an inch thick. This plaster has the property of adhering closely to the smooth surface of the plate, very soft



plates upon which the printing is done. As soon as the "form" which we have seen "made up" reaches The artist first makes on paper an outline drawing of the subject he wishes to prostereotype room the table is seized by the stereotyper and his assistants and whisked off the clevaor. One of them seizes a wrench and loosens the screws in the chase while the other grasps a mallet and "planer." When the "form" is loosened sufficiently, it is "planed" down—that is a block of wood with a smooth surface is run over it and at the same time pounded with a mallet until no piece of type stands higher than its fellows. After the "planing" process the form is again Mightly "locked." A brush is then worked over the face of the type to clean it, and some sort of preparation put upon it to keep the 'matrix' from adhering. The steretoyper then takes what looks like a piece of thin paste board, thoroughly Wat, and a little larger than one page of THE GAZETTE. It is made of alternate layers of papier mache and tissue paper, glued together. They are kept damp, and are perfectly soft and pliable. This is spread smoothly over the face of the type. Then the stereotyper and his assistant each takes a large flat brush, made of heavy bristles, and with steady downright blows, pounds upon the surface of the papier mache. beightes are set so close together in these broshes that the "beating" makes a noise like pounding with a mallet. They drive the soft paper mache down into the open spaces in and between the letters until the impress of every point; is made in its pliant surface. Two or three pieces of blanket, just large enough to

the point of the tool the plate below.

'chip'' off during the process of cutting.

duce. This is then traced on the chalk.

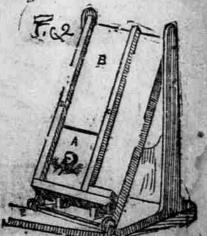
The lines traced are cut with ...

the

through

'graver'

"gravers" range from one that will make a line as fine as a hair up to one an eighth of an inch in width. After the outlines are cut, all the shading and detail is finished in the same manner, directly on the chalk, without first drawing on paper. The artist having completed this part of the work, the plate is turned over to the stereotyper, who places it (A) between the "bearings" (C and D) of the places ings' (C nasting box shown in Figure 2.



growing circulation demands faster print- | added to the list of correspondents, built ing and a double-cylinder Hoe is purchased, and finally, increased advertising patrounge and the demands of readers require more space, and trains departing at an early hour make increased facilities for rapid printing a necessity, and then come smaller type and a per-fecting press, which points all the pages of the paper at one time, and turns them hour. At first an editor, a compositor and a "devil" do all the regular work, while here and there a voluntary correspondent sends in the "litems" which he can find and manufacture in his neighborhood; at last, a busi-ness manager, with clerks, bookkeepers and assistants, rous the counting counted by hundreds, and set up by compositors numbered by the score. has been the history of the Fort Worth

THE OLD DEMOCRAT. In October, 1871, Messrs. K. M. Van Zandt, Sam Evans, W. H. Overton and John Hanna bought a small plant and founded the Fort Worth Democrat, a weekly paper of which J. W. Cleveland, a country school teacher, was made editor. Early in 1872, John D. Templeton became editor of the paper, continuing in that capacity until January 1, 1873, when B. B. Paddock, who had purchased the whole outfit, assumed entire control. affair. The Democrat had been established by public-spirited men, for the public good, and Captain Paddock did not let it talter in the good work for which it was ordained. Early and late, from one year's end to mother, in season and out of sea-ton, it labored for the upbuilding and

GAZETTE.

up the special service, and prepared to give Fort Worth such a newspaper as had never been published in the city. Shortly afterward the name of the company was changed to the Loving Publishing Company, but the paper remained in the same hands. In 1883 another change was made and the Fort Worth Publishing Company became owners of The Gaout at the rate of many thousands an ZETTE. In 1884 the paper was sold to George B. Loving, and early in 1885 he sold it the The Gazette Printing Com-Under this ownership pany. was run until August 15, 1885, at which time, owing to numerous complications, the paper was suspended. As soon as THE GAZETTE suspended, a number of enterprising gentlemen formed a comroom, the editorial and news matter is pany under the name of the Democrat prepared by editors and correspondents | Publishing Company, obtained a charter y com-Such Worth Daily Democrat. Mr. Loving, however, only allowed THE GAZETTE property to lie idle for two weeks, and on September 1 the paper was started up again. Ten days later THE GAZETTE plant, books, franchises and good will were purchased by the Democrat Publishing Company, and on September 12 it took charge with the announcement that next day the paper would appear as the Democrat-Gazette. During the day, however, the plan was changed, and the old name, Fort Worth Daily GAZETTE, was adopted instead of the hyphenated

UNDER THE NEW DEAL. With the new company THE GAZETTE took on new life. ness was very lively in North Texas dur-ing the latter part of 1885 and the first part of 1886. The Dallas News was established and the old Dallas Herald made general prespetity of Fort Worth. The a spurt for life. Then the Herald went Democrat was continued with down and the field was left to THE GAsuccess up to July, 1876, when it was zerre and the News. The Gazerre set one until the time for which you have